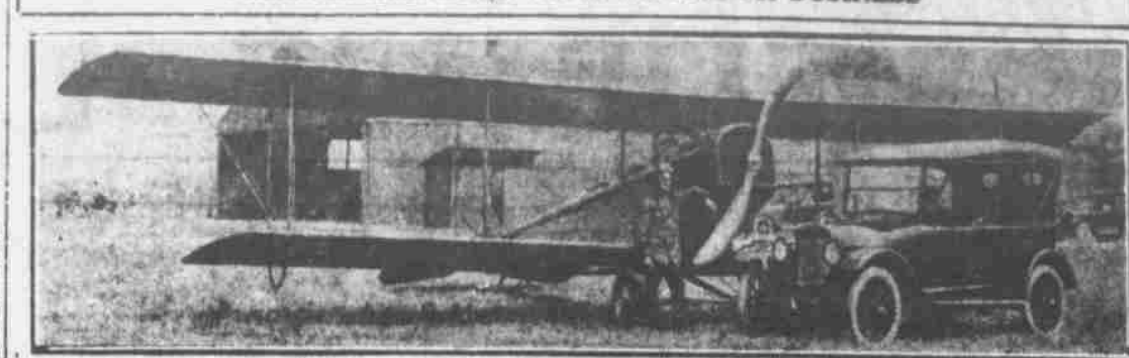


## GOODYEAR'S GREAT TOUR TRUCK HERE IN DEMONSTRATION

One of the Goodyear tire company's battle-tested veterans from its fleet of trucks operating between Akron, O., and Boston, Mass., is in Memphis for a week's demonstration of trucking on pneumatic tires. The truck has traveled 20,000 miles and is still in good condition. It is being shown to representatives of the company who are here with it for a showing through cooperation with the Eight-Sixty-Two Tire and Vulcanizing company, local dealers of Goodyear truck tires, are figuring on entering it in the ship-by-truck trip to Somerville Tuesday. Two drivers operate the truck on six-hour shifts, one sleeping in a special bunk arranged inside the truck, while the other drives. The truck's sides are literally covered with signatures of persons who scribbled their names on its canvas surface. It has been all over the country and is now on a tour of the South. The average farmer of today is more interested in trucks for farm use than ever before. Labor conditions are such as to make it necessary for the farmer as well as for all other classes of business, to install every method in the scientific operation of his farm that will take care of the labor shortage. The truck is one of the most essential necessities to the progressive farmer and fruit grower.

## COMBINES AIRPLANE WITH AUTO FOR BUSINESS



This photograph, just received by the Tri-State Motor Sales Co., shows how Jack Thompson, Maxwell and Chalmers distributor at Detroit, combines the airplane with the automobile business. Thompson, who is tagged out as an aviator, posed for the camera man as he alighted from his latest model 1919 Maxwell territorial touring car just before starting on a short flight in his latest model aerial runabout. Both machines, he asserts, are the best on the market and are the pride of his heart. The sales record for both the Maxwell and the airplane bear him out in this statement.

tial necessities to the progressive farmer and fruit grower.

In this period of good roads development, the truck farmer and fruit grower is being brought in closer touch with the merchant and the individual consumer in the towns and cities. He is fast finding out the old method of hauling his farm produce to town with wagon teams is not efficient, and, to keep pace with the progress of the times it is necessary for him to use faster means of transportation. This brings him to the use of the motor

truck, and, of course, good roads are necessary to motor truck transportation.

When a farmer buys a truck he wishes to make it as efficient as possible in its operation. He will want it to do hauling on his farm and do general farm work as well as have it haul his produce to market and supplies back to his farm. So many farmers have been disappointed in motor trucks for farm use because they have not been able to haul heavy loads off the roads with

their trucks, as they were not equipped with the proper type of tire.

The Goodyear Tire and Rubber company, of Akron, O., is demonstrating throughout the country the practicability of using trucks equipped with big pneumatic truck tires for farm hauling as well as industrial hauling. In addition to the tractive qualities of pneumatic tires there are many other features that are most interesting to the farmer. Unnecessary mechanical vibration is greatly reduced by the use of pneumatic truck tires, which absorb the road shocks; reduction in fuel consumption; increased radius of operation, and of particular interest to taxpayers is the fact that roads traversed by pneumatic-tired trucks cost less to maintain.

Recently the postoffice department ran an experiment to determine the efficiency of motor truck transportation as compared to freight transportation. At 6 o'clock one morning they loaded a motor truck at Lancaster, Pa., with 18,000 eggs in crates and 1,000 little chicks one day old, and started off for New York City, 140 miles away. At the same time, they sent the same kind of a shipment to the same consignee by train. The truck arrived in New York 12 hours after it left Lancaster; four of the chicks were dead and nine eggs broken when the goods were delivered at the consignee's door. The train was four days in reaching Jersey City. Another day was lost in sending a notice to the consignee that it had arrived. He was then obliged to send his truck over to Jersey City for the shipment, and when it finally reached his door, thousands of the eggs had been smashed and half the chicks were dead.

There is something important in the above demonstration to the Southern farmers.

## ENGLISH AUTHORITIES BAR SQUARE CROSSING

Reforms which would serve to eliminate dangerous crossings and to require removal of obstructions to a full and safe road to the highway have been recommended by the roads committee of the Institution of Municipal and County Engineers of England, according to a notice received here recently. While some of these provisions may seem radical at first reading, similar reforms have already been taken in one or two of the states of this country and the traffic requirements of the modern vehicle undoubtedly demand a new curve to our street crossings that was not necessary in the days of the slow horse-drawn vehicle.

The report of the English authorities is as follows: To prevent the formation of dangerous corners in (a) Power to require an additional setback of all new buildings at junctions or intersections of roads or streets beyond the general line of frontage to such extent as the authority may deem necessary for the purpose of providing a view of approaching traffic; (b) Power to prescribe the height and character of the fencing enclosing land at junctions or intersections of roads or streets, or of any erections thereon; (c) Power to require the removal, pulling down, or setting back of any buildings, erections, trees, hedges or fences or lowering any banks which obscure the view of approaching traffic; (d) Power to require the owners or occupiers of land at the junctions or intersections of streets or roads to keep down all live fences and trees to a prescribed height, and preserve the character of fences to be erected or maintained thereupon. Failing agreement between any road authorities concerned in the application of the foregoing powers, the local government board shall act as arbitrators.

With regard to trees and hedges upon and adjoining highways, the committee is of opinion that section 63 of the highway act of 1835 should be amended in the direction of giving power to the highway authority to require the pruning or removal of trees, hedges or other obstructions to the full and safe use of the highway.

The committee is of opinion that the law of extraordinary traffic needs simplifying and amending, particularly in the method of recovering damages.

"This work (highways transport) has been endorsed by the United States food administration and the department of agriculture for the conservation of food, by the department of labor for the conservation of man power, and by the railroad administration not only to relieve the railroads but to take the short haul business which has never been very profitable to them."—P. W. Penn, member national motortruck committee.

## TRANSPORTATION CRISIS WILL OPEN UP TRUCK ROUTES

Recent transportation crises, such as the Chicago street car strike and the paralysis that threatened the railroads for a time, point the way to an era when the nation as a whole will largely emancipate itself from the yoke of present transportation conditions and inaugurate a new system of motor transportation, with each business and industrial unit practically self-sufficient in periods of emergency.

This is the view of George M. Dickson, president of the National Motor Car and Vehicle corporation, of Indianapolis, whose firm, ordinarily a producer of passenger cars, distinguished itself during the late war by coming to the assistance of the government and building a large fleet of motor trucks in record time.

Dickson made a careful study of motor transportation growing out of his war-time experience, and is firmly of the opinion that the use of trucks and passenger cars is yet in its infancy. With the establishment of good roads throughout the United States, says Dickson, motor cars and trucks will be used as freely between cities as they are at present employed within municipal boundaries and adjacent suburbs. Much of their terror, as was evidenced in Chicago, when, during the recent suspension of surface and elevated lines, the lake metropolis went about her business via the motor route, apparently without cessation of a single activity and with great satisfaction to every one concerned, with the possible exception of the parties directly involved in the street car imbroglio.

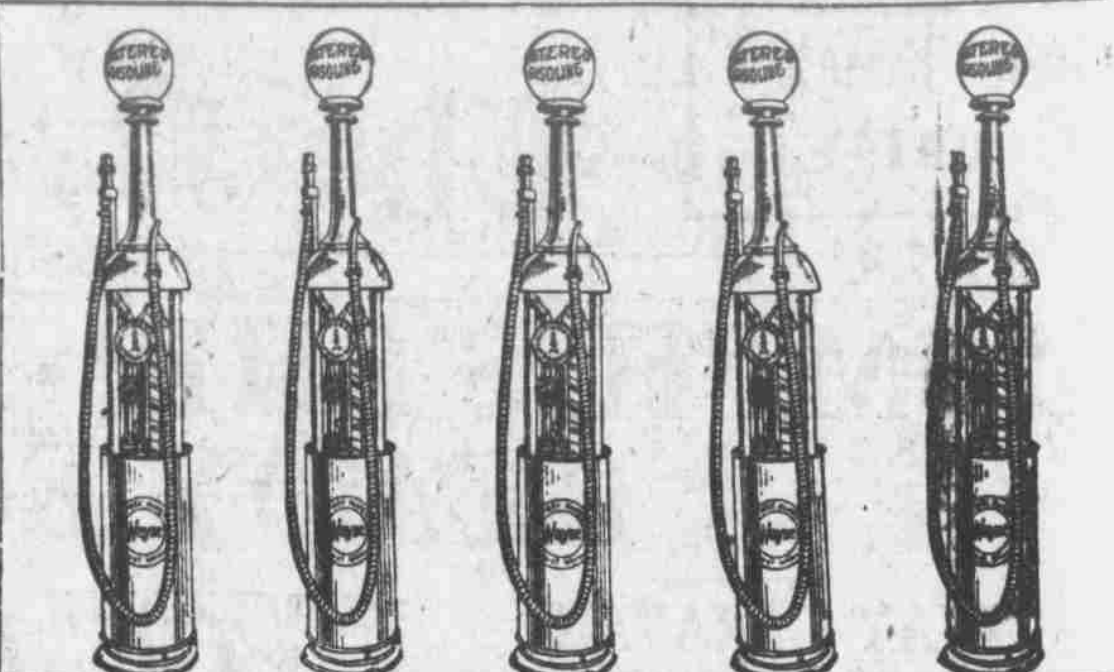
In the future railroad strikes will also seem relatively innocuous, compared with their present capacity for demoralization. The world's industry is becoming motorized to a greater degree than ever before and no one can predict what scope this development will finally assume.

"Consider the flexibility and low cost of motorized transportation, due to the advantages of direct hauling, no transshipment, and only one loading and unloading, as well as the absence of overhead expense as expressed in costly terminals, large operating staffs and the like, and the future of motor transportation will loom brightly before even the most conservative individual."

## Good Roads Have Effect On Health Of Each Community

That good roads are of vital importance to the health of a community and particularly to those who live in rural communities is shown in interesting fashion in an article which appeared recently in Modern Medicine.

It is pointed out by the writer that there are fewer doctors, fewer nurses and practically no hospital facilities in the rural districts. In some communities, even in older states, there is only one physician to 1,500 people. The reason is found in the fact that lack of means of getting around presents a hardship which most young doctors do not care to face when urban practice is at hand. With better roads and highway transportation facilities this will be overcome, and the authority who writes the article says that as soon as better highways become general the tendency will be toward rural rather than urban practice.



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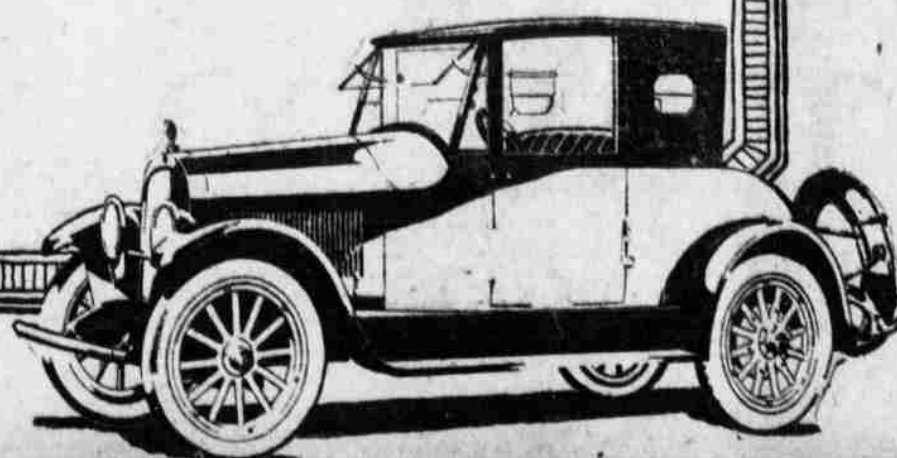
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